

2025 categories



Evolutions in improving individual & member outcomes (retirement funds & individual clients)

Evolutionary ideas, products, processes or tech that better the lives of South Africans as members of retirement funds or receivers of individual advice.

Evolutions in advice (employee benefits and investment consulting)

Innovative employee benefit and investment advice that challenges thinking and leads to better decision making.

Evolutions in asset management

Significant enhancements or innovations in asset management, including multi-managers and DFM's, in investment disciplines, portfolio design, ESG and sustainable investing, private markets or tech to meaningfully improve outcomes.

Most promising new women-led initiatives

Women have traditionally been under represented in our industry. These are the fledgeling (less than 5 years old) initiatives spearheaded by women in the areas of advice, investments, benefits or tech.

Most promising new black-owned initiatives

As a sector focusing on transformation, this category acknowledges those historically disadvantaged individuals who, within the last five years, have had the courage to step into the employee benefits and investment industry to make a difference.

The greatest impact (initiative/investment)

Acknowledging the significant and meaningful effect or influence that an advice model, product or technology has had beyond that of the business' customers. It speaks of prioritising the greater good, and a deliberate intention of measurable impact broader than the borders of our industry or our country.